

PRESS RELEASE



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FIRST LADIES HEALTH INITIATIVE LAUNCHES NATIONAL CAMPAIGN TO COMBAT BLACK MATERNAL MORTALITY

CHICAGO | ATLANTA | LOS ANGELES — The First Ladies Health Initiative (FLHI), a 17-year-old nonprofit organization committed to advancing health equity in underserved communities, is launching a groundbreaking national campaign to address the U.S. maternal health crisis—particularly the disproportionate impact on Black women.

The United States has the highest maternal mortality rate of any developed country. Black women are three times more likely to die from pregnancy-related causes than white women—a gap that remains largely driven by preventable factors.

FLHI's new campaign leverages the trusted voices of First Ladies—the spouses of pastors in predominantly Black churches—who serve as influential leaders and health advocates within their congregations. Through their platforms, the initiative will deliver critical, research-based education and resources directly to the communities that need them most.

"In far too many cases, Black mothers are dying from causes we have the power to prevent," said Taylor Alston, Co-Executive Director of FLHI. "By equipping First Ladies with life-saving information and connecting them to top medical experts, we're ensuring that health education is trusted, accessible, and culturally relevant." Championing this initiative is Dr. Charis Chambers, MD, FACOG, a board-certified OB/GYN and nationally recognized women's health advocate. Known to her 246,000+ Instagram followers as The Period Doctor, Dr. Chambers is using her platform to elevate the campaign's message and amplify awareness around maternal health and wellness—particularly for women of color. Her passion and expertise make her a vital voice in this effort to ensure that more mothers not only survive birth but thrive afterward.

Campaign Highlights:

- **Live Health Panels & Podcast Recordings** featuring medical professionals and First Ladies
- **Social Media & PSA Campaigns** to expand digital reach
- **Faith-Based Outreach** through churches and community events
- **Educational Materials** including infographics, video highlights, and postpartum care tools

The initiative centers around findings from two PCORI-funded studies on postpartum care and home blood pressure monitoring—proven strategies to reduce life-threatening maternal complications.

All content will be accessible through FLHI's website and distributed across participating churches, social media platforms, and community health networks.

For more information, visit www.FirstLadiesHealth.com

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